

Event Checklist (sample)

Below are general checklists you can use in planning your event. These checklists contain items that would be needed for most events and can be customized to meet the needs of your specific event.

Establish an event advisory/planning committee

- ☐ Recruit advisory committee
- ☐ Host advisory committee meeting (location, date, time)
- ☐ Invite advisory committee members (members could be some of the local partners)

Roles of the advisory/planning committee

- ☐ Plan and implement a local event that ties in with statewide event
- ☐ Ongoing coordination and communication with parent organization
- ☐ Find a location
- ☐ Recruit local sponsorship/partnerships
- ☐ Develop local invitation list (include local government officials, legislators, community leaders, health officials, athletes or celebrities and others)
- ☐ Recruit volunteers
- ☐ Ask children to participate and make sure they have transportation to and from the event
- ☐ Determine entertainment and develop event program
- ☐ Decide on recognition awards, if applicable
- ☐ Invite VIPs
- ☐ Invite speakers and other participants
- ☐ Design, print and mail invitations
- ☐ Track RSVPs
- ☐ Secure transportation and hotel (if needed)
- ☐ Design and print programs, banners, name tags, posters, directional signs, speaker table tents and podium signage
- ☐ Recruit emcee
- ☐ Write script/talking points for emcee
- ☐ Write speaker remarks/talking points, where appropriate
- ☐ Secure a proclamation from the Mayor's office
- ☐ Plan and coordinate entertainment and event program
- ☐ Rent any special equipment that will be needed for the event (podium, microphones, TV, VCR, LCD panel computer and screen, easel, etc.)
- ☐ Promote the event on a local level
- ☐ Make sure all displays and materials are ready

- ☐ Develop a local media list
- ☐ Send media advisory one month prior and again two to three days before
- ☐ Send news release seven to five days prior
- ☐ Make follow-up media calls one to two days before the event
- ☐ Arrange any media interviews
- ☐ Purchase any necessary food and beverages
- ☐ Take photographs on the day of the event
- ☐ Program evaluation
- ☐ Send thank you notes